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Digest

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Are Shareholders Innocent Investors?

NOT being legally trained, we are quite likely to ask a number of questions, for which there are obvious answers, although the answers may not be obvious to us.

There is a report that the U.S. Department of Justice is opposed to any attempt, by the five big majors, to open closed situations, by the transfer of theatres, prior to the Government's hearing in June, concerning Divestiture. The Government has served notice that it will seek "a drastic freeze on all theatre transactions". The application, which has been mailed by the Department of Justice to defense attorneys, proposed to stop both buying and selling of theatre interests. Previous orders governed "expansion" only.

During the period of time in which the Federal Statutory Court will consider the individual theatre interests of the defendants involved in the Anti-trust suit, the restraining order, by the Government, seeks to maintain a status quo; it seeks a restraining order against discrimination in licensing pictures, when said licensing is in favor of affiliates; it seeks a stay on the enforcement or the making of franchises with theatres affiliated with one, or more of the defendants. The Department of Justice will, also, seek to secure modified findings within sixty days of the order, and included in these findings would be a statement by each major of their joint ownerships of theatres, ownerships which involve the "innocent theatre investor", who is not an actual, or potential, theatre operator.

The Supreme Court ruled that this type of partnership arrangement was valid, because it did not constitute a combination of interests to eliminate competition. The Department of Justice's application form would list, by the majors, the names of the "innocent investors", address and business, and within thirty days of receipt of both the findings and such lists, objections could be filed governing joint ownership to which the Government proposes to object.

Returning to our question, "are shareholders innocent investors?" May we be permitted to digest the thought and argue in favor of an affirmative argument.

We will take for example Paramount Theatres and Paramount Pictures. Famous Players Canadian Corp. is a subsidiary company.

A statement covering an Annual Report is mailed to all shareholders, and the shareholders can, if they wish to attend an Annual Meeting, object to the Board of Directors, or to the appointment of the officers, all of whom are in office to protect the interests of the shareholders, and to manage the business in which the shareholders have a share interest, be it as a minority, or a majority.

There must be millions of such "innocent investors" in the five major companies. Has the Government the legal right to depreciate the value of such investment and in some instances, probably wipe out the shareholder's investment by its Divestiture Decree? What is the difference between the position of an individual shareholder of a company and a shareholder who has purchased a sufficient number of shares to give him a 25% or 50% interest, when neither the shareholder, nor the investor, who has purchased the interest referred to, has anything to do with the operation of the enterprise in question?

If the action of the Government, in its anti-trust suit, is in the interest of the public, is it in the public interest to wipe out the investment of millions of shareholders, who are the "innocent investors" in the Anti-Trust Government suit? If "innocent investors" are valid partners, why does not the Government break up share holdings to multiply "innocent investors", rather than pursue its Divestiture Decree.

—EDITOR.

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
277 VICTORIA STREET . TORONTO

LEO PEPS UP THE INDUSTRY!

"HOMECOMING"

Frank Capra's
"STATE OF THE UNION"

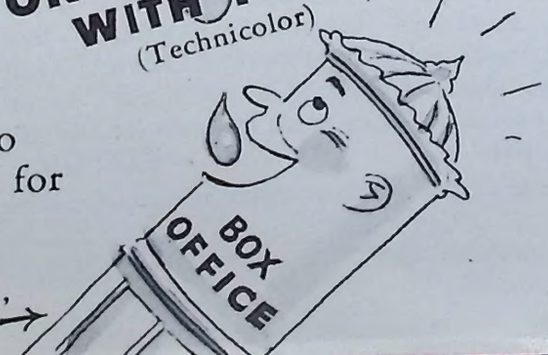
"THE PIRATE"
(Technicolor)

Irving Berlin's
"EASTER PARADE"
(Technicolor)

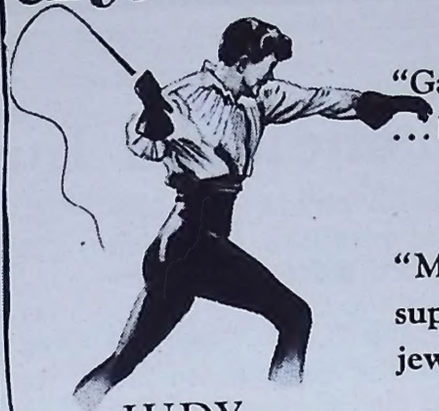
"A DATE WITH JUDY"
(Technicolor)

"ON AN ISLAND WITH YOU"
(Technicolor)

"It's so good for what ails him!"→



PIRATE CAPTURES CROWDS and CRITICS!



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GENE KELLY is the bold pirate!

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•

WALTER SLEZAK
GLADYS COOPER
REGINALD OWEN

Screen Play by Albert Hackett and Frances Goodrich • Based on the Play by S. N. Behrman • Dance Direction by Robert Alton and Gene Kelly

Directed by VINCENTE MINNELLI • *Produced by* ARTHUR FREED

RADIO CITY MUSIC HALL

"Gala screen musical... bouncing ... beautiful... a delight!"
—*Howard Barnes, N. Y. Herald Tribune*

•

"Musical of the year! Kelly is super-human... Garland is like a jewel!" —*Archer Winsten, N. Y. Post*

•

"Best big-time musical show presented on screen or on stage in years!" —*Cecelia Ager, PM*

•

"Eye-filling entertainment the stage can never match!"
—*Alton Cook, N. Y. World-Telegram*

•

"Big package... fun and entertainment... loaded with prospective juke-box hits!"
—*Lee Mortimer, Daily Mirror*

•

"Eye-filling! Bounces gaily along! The most beautiful technicolors yet photographed!"
—*Rose Pelswick, N. Y. Journal-American*

NEW M-G-M RECORD!
Following Frank Capra's joyous "State of the Union" at Radio City Music Hall, "The Pirate" is Big in 3rd Week! (new M-G-M record for first 4 days of opening week!) Second big week in Montreal!

RAY PRESENTS

THE Summer Season is now in full swing, that is if we judge the Summer season by warm weather. This is the time when Exhibitors will be obliged to fight a desire to drift with the weather. Competition during the summer months is at its height, and this competition starts within, for we all have to fight the desire to keep cool, to fish, to swim, to picnic, to play golf and just bask in the sun.

But all of these pleasures and self-indulgences do not help box office receipts, since we are only one of thousands who feel the way we do, and these thousands happen to be our customers.

This is the time when the theatre should be made to look like a summer retreat, cool, inviting, relaxing. Which brings to mind, that a good laugh is as good as a picnic.

WE are still talking about the Twentieth-Century Fox laugh-wonder, "Sitting Pretty", which had such an excellent run at the Nortown and Victoria Theatres, Toronto, and which, according to reports, could have continued to excellent business for several weeks longer at both these theatres.

The appeal of this picture presents no problem by way of explanation, or interpretation. It was a simple story. The incidents and situations as they were developed appealed to all ages and classes of people, because most people were familiar with the family life as this picture presented it. Even our high-brow critic of the New York Times, Bosley Crowther, with whom I frequently disagree, but whom I never fail to read, heads his column, in regard to "Sitting Pretty", A Lot of Laughs, which answers all questions in respect to what this picture is about, as far as we are concerned, for we were not concerned, as is Crowther, with the lesson, or message which "Sitting Pretty" contained; our concern is with entertainment quality.

CROWTHER feels that "Sitting Pretty" is somewhat of a revelation, for instance in his review, which we quote, he writes, "It seemed that some rather important revelations of reaction were being made. It seemed that the impact of movies might be tested right here in his own home. Obviously, 'Sitting Pretty' was a highly amusing film — one which has done definite credit to the penetrating insight of the screen. In its good-natured jibes at human failings and at the petty vanities of ourselves — not to mention its honesty with children it may have hit some sensitive nails right on the head".

I mused on this thought, in relation to some big pictures which have been made, and in which thinking producers tried very hard to "hit some nails on the head", but the nail went into the substance into which it was being driven, all awry and crooked. I am of the opinion, despite wiser conclusions, that the director did not strive to achieve the objective which Crowther discovered, that he took advantage of each situation and, with the aid of his cameraman, caught the children at their best, caught them naturally with the hilarious results which his picture achieved.

However, who are we, being Show Folk, to quarrel with the opinion of critics, who see in our most serious attempts the occasion to make light of our effort, and who, in our happy moods, see a most profound thought. We know the value of being talked about nicely, and appreciate the pleasant box office conversation. Incidentally, all who are concerned with "Sitting Pretty" are sitting pretty, it is our most pleasant experience.

IT is of interest to note that moods change as quickly as fashions, and that the not-so-long-ago opposition to war-theme films has faded away, and public interest is again considering war theme pictures as entertainment. Hollywood is girding up its loins for the encounter, and reports mention, that we shall have, at least, one dozen feature pictures this coming season which have war themes. In the list reported, we note, "Beyond Glory", Paramount; M-G-M has "Command Decision" being made ready; Warner Bros., "Fighting Squadron"; R-K-O has "Battleground", and Columbia, "C.I.D. Agent".

Colonel H. J. Matchett, Hollywood liaison officer for the Public Information Department of the Army, stated that the Army Department "is interested in encouraging the production of films with military subjects because of pending legislation and the continuing recruiting problem".

It may be well for our industry to consider its past history in relationship to an investigation in which our industry was charged with "warmongering".

Walt Disney is reported to be preparing to produce a series of thirty forty minute pictures, the title of which is "True Life Adventures". Remembering with pleasure Disney's introduction into our industry through short subjects which became marquee featurettes, the announcement of "True Life Adventures" is a welcome one.

REMEMBERING what Canada produced during the war years in quality and quantity, all of which caused Canadians much pride and created world-wide interest, it would not be surprising to find Canada expanding its producing activities from short subjects, educationals, commercials, to features. For many years Canada has produced feature pictures, but spasmodically only, and not as a consistent operation. During the past few years, particularly in Quebec province, several feature productions have been made. Latest reports announce that Arthur Gottlieb will produce several feature pictures. This field is not new to Arthur Gottlieb, who, years ago, made several quota features for Columbia Pictures, during the British Film Quota regulations.

Canada is not unique in its desire to produce feature films. South Africa, Australia and India, have produced feature pictures, and many countries in Europe have built up a considerable production prestige with unusual pictures. Now we are informed that Israel, the youngest of the world of nations, is to become an important production centre. The first feature-length film is "A Place Called Home", and the first in a series of monthly news films, the title of which series is "Israel Today", the title of first release, "Israel Reborn", is scheduled for June 15th.

NORMAN LOURIE is President of Palestine Films, Inc. and Joseph Krumgold, Vice-President. Both are the prime movers in a plan to make a "Hollywood of the Middle East". The company has been incorporated in the United States and in Palestine and is privately financed. It has studios and production facilities in Jerusalem and in Tel Aviv.

(*Continued on Page* 8)

TRADE PRESS SAYS...

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—M. P. HERALD

"Belongs strictly in the 'can't-miss' category . . . Will have great therapeutic value for whatever it is that's ailing the boxoffice."
—DAILY VARIETY

"Skedded for top biz . . . certain to please every audience strata and send them away happy."
—FILM DAILY

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—SHOWMEN'S TRADE REVIEW

"High-spirited musical blend of fun and fantasy . . . Assured appeal for all ages." *—M.P. DAILY*

"Should strike wide appeal... There's meat for all . . . Rates top credit."
—VARIETY

"Unreservedly recommended... Will deal out full satisfaction to every segment of the audience."
—INDEPENDENT FILM JOURNAL

"Probably the best musical variety show Disney has made, and should so record itself at the turnstiles."
—BOXOFFICE

"Should find plenty of popular appeal . . . Entertainment for all types of audience." *—THE EXHIBITOR*

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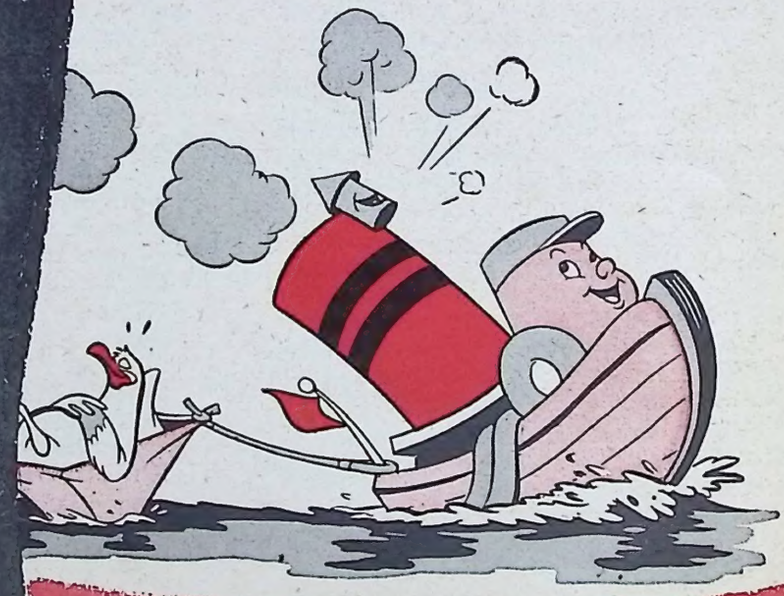

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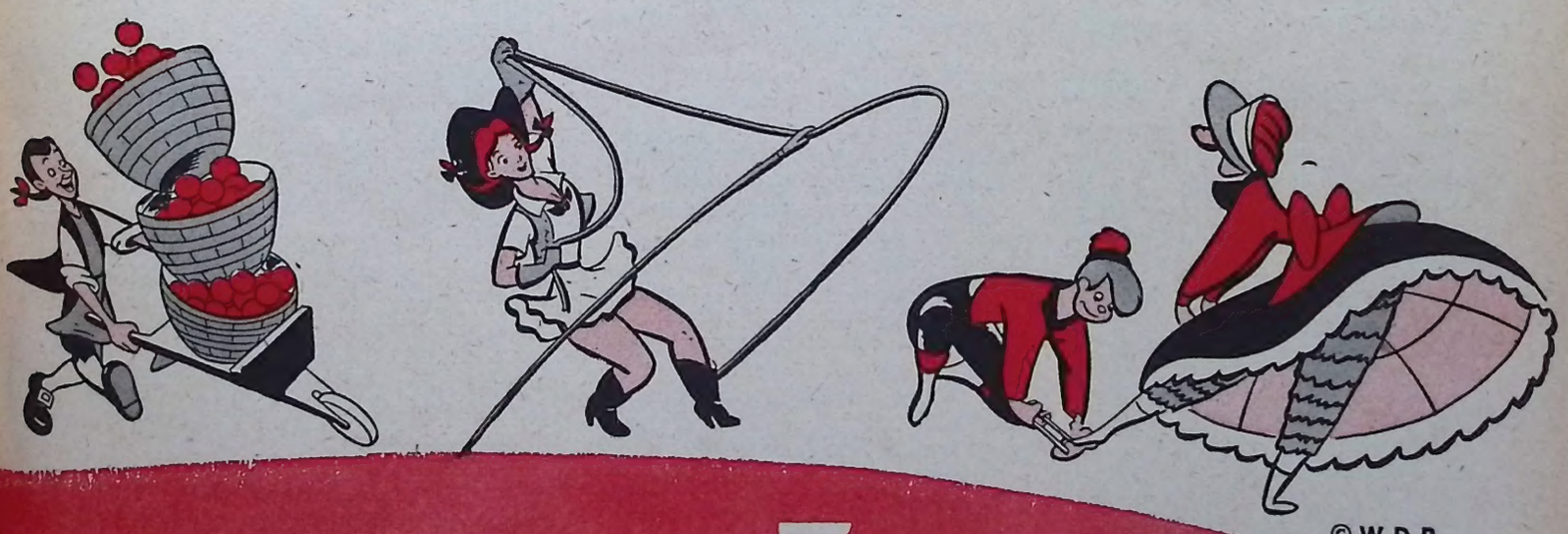

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ffice names singing and playing **7** *SONG HITS!*

THE ANDREWS SISTERS · FRANCES LANGFORD

BUDDY CLARK · FRED WARING AND HIS PENNSYLVANIANS **· SONS OF**

SISTERS · JACK FINA · LUANA PATTEN and BOBBY DRISCOLL

Toronto and District

By BILL PRESS

UNDER the regulations for the new Ontario amusement tax, which were released several weeks after the 20 per cent impost was suddenly enacted, most everybody gets the benefit of some kind of exemption except the moving picture theatre.

Even for patriotic, charity, religious or educational performances there is apparently no tax exemption if a benefit show is held in a licensed theatre. It says that the tax can be waived, providing at least 60 per cent of net proceeds are turned over to the announced purpose, if a benefit performance is conducted in a church, religious premises, university or school building — but the list omits the film theatres.

Exemptions also apply to entertainments conducted by boards of trade, labor unions, fraternal societies and welfare organizations, as well as fall fairs, winter fairs or in a community hall which comes under the Community Halls Act. Contrary to expectations, the tax will be applied to juvenile admissions at theatres. In Manitoba, the amusement tax is not levied on tickets of 25c and under.

* * *

The Beach Theatre, Toronto, had a slight variation in the matter of sleeping patrons. Generally it is a juvenile who finds himself locked in a theatre after closing hours, after napping, but in this case it was an 80- year old man, Harry Middleton, who was found in the Beach after a search by police and friends.

HEIBER PRESENTED TROPHY

George Heiber, Montreal branch manager, is seen receiving the trophy, emblematic of his office winning the Grad Sears Gold Cup drive, from Edward M. Schnitzer, United Artists' eastern and Canadian sales manager, while Charles Chaplin, Canadian general manager, proudly looks on.

Skyways Drive-In Theatres Limited, Toronto, is having quite a time in trying to get a permit for the construction of its second open-air theatre in the Toronto district on a site which has been purchased on Wilson Avenue near Bathurst Street. The application has been shifted between the North York Township Council, the Ontario Department of Highways, the Toronto and York Roads Commission and the Ontario Government Theatres Inspection Branch, according to the discussion at a township council meeting. The latest word is that the township council has asked the company to apply first to the highways department and the roads commission for approval of plans before decision is made by the township.

Inspector D. MacPherson of the Theatres Branch said that the three other bodies would have to approve the project before the Silverthorne office could consider the granting of a license. The Highways Department said more land would have to be bought on Bathurst Street for a separate exit to avoid traffic congestion but the company replied that the owner of the additional land was asking an exhorbitant price.

* * *

Hon. J. Earl Lawson, K.C., president of Odeon Theatres of Canada, returned to his Toronto headquarters from a business trip to Vancouver just in time to escape the ravaging flood waters which have tied up railway traffic in some areas around the Terminal City.

* * *

Bryan Foy, executive producer of Eagle-Lion Films of Hollywood, was a Toronto visitor after he had conferred with government officials at Ottawa on the making of a feature in Canada dealing with the RCMP. He admitted that pictures could be made in the Dominion at comparatively low cost in relation to required expenditures in Hollywood and, in addition, he saw the opportunity for production in Canada to help relieve this country's adverse foreign-exchange problem.

Foy's first Canadian feature, "North West Stampede", made in conjunction with last year's Calgary Stampede, is scheduled for its premiere at Calgary on July 15th.

The visitor, who is vice-president in charge of production for the Hollywood Eagle-Lion, was accompanied on his trip by Irving Herman, publicist of International Film Distributors Limited which releases the product across the Dominion.

* * *

The Famous Players' Runnymede Theatre on Bloor Street West, Toronto, closed after Victoria Day for extensive alterations and improvements which may take some weeks until completed.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

BERT H. WILKES - - Associate Editor

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— Correspondents —

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BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.
ROY LESTER.....Montreal, Que.

Manager Howard Elliott of the Fairlawn Theatre, Toronto, has worked a splendid idea for the shut-ins in connection with his movie-club performances. Each Saturday morning the program is "broadcast" to the bedside of a crippled or invalid child by means of a telephone connection from the theatre stage. In addition to the enjoyment of the show, the boy or girl receives flowers and other remembrances with the compliments of the members while the club sends a committee to visit the shut-in.

The Fairlawn club, which was started only a short time ago, is sponsoring a Safety Essay contest, quite a number of the members have been the recipient of birthday cakes and a special treat was arranged for a group of patients from the Home for Crippled Children who were transported to and from the theatre in automobiles escorted by motorcycle police through the co-operation of Cont. John Innes.

* * *

Mrs. Rotenberg, wife of Charles Rotenberg, owner of the Empire and the Chateau Theatres in Toronto, passed away suddenly last week. Her death followed shortly after that of Hymie Rotenberg, her husband's brother.

* * *

Toronto exhibitors merely watched, again, while the theatres in other places of Ontario put on midnight shows for the holiday weekend, which included the observance of the King's Birthday on June 7th. This was the second occasion in a few weeks that holiday midnighters were held in centres other than Toronto where the owl shows are prohibited by local by-law except for Thanksgiving Day, Christmas and New Year's.

* * *

The old-time pair, "Hell's Angels" and "Sky Devils", were revived for a week's engagement, day and date, at four Toronto neighborhood theatres, the Circle, Kenwood, Ace and State, following a special promotional campaign.

Canadian Production Considered By Eagle Lion (Hollywood) Films

One of the frankest, outspoken visitors Toronto film row has seen in some time, was Bryan Foy, Vice-president in charge of production at Eagle Lion (Hollywood) studios. Mr. Foy was in Canada, and Toronto in particular, for a two-fold purpose. It was his desire to meet with the members of International Film Distributors, Canadian distributors for the American company's product. He was also interested in finding suitable subjects for filming in Canada.

A producer with Warner Brothers for fourteen years, and on the production staff of 20th Century-Fox for six years before organizing the studio activities at the inception of Eagle Lion (Hollywood), two years ago, Foy has hopes of producing a documentary type film in Canada, very shortly. At present, he is seeking a story on the Royal Canadian Mounted Police, to be produced here, with a view of emphasizing the effective detective work being done by our outstanding police force, and to dispel the impression Americans now have that the Canadian Mounties are only red-coated officers on horseback, who chase Eskimos and Indians.

It is Foy's intention to use Canadian actors and technicians in the production of his next Canadian opus with the purpose of spending over three hundred thousand American dollars in this country as part of Hollywood's Canadian Co-operation project.

He plans to follow the same formula he used in Canon City, Colorado, where he just completed production in the actual State Penitentiary, where the notorious jail-break of twelve convicts took place last December. Foy used the actual prisoners as his actors with the prison warden playing his own role in the film.

While in Canada, Mr. Foy finalized arrangements for the World Premiere of "Northwest Stampede", Cinecolor production starring James Craig, Joan Leslie and Jack Oakie, that was photographed in Canada at the Calgary Stampede, the Duke of Windsor's ranch in Alberta and other Canadian beauty locations. The picture is tentatively scheduled to open in Calgary in mid-July.

For the first time in Hollywood history, Mr. Foy has added, at the beginning and end of the picture, special acknowledgement to the people of Canada for making this film possible and also inviting Americans to enjoy the wonderful vacation lands in Canada.

During the first two years of Eagle Lion (Hollywood) studio's existence between thirty-five and forty feature productions have been made under Mr. Foy's executive direction. Among these have been such popular releases as "Love From A Stranger" (currently showing at the Danforth and Fairlawn Theatres in Toronto), "Out Of The Blue", "Red Stallion", "T-Men" (soon to be shown at the Nortown and Victoria Theatres), and "Noose Hangs High", starring Abbott and Costello, scheduled to open next month at the Imperial Theatre in Toronto.

NEW ODEON HOUSES UNDER CONSTRUCTION

Canadian Odeon's next theatre opening is expected to be the new unit at Sturgeon Falls, a Northern Ontario town which has taken on new life through the opening of important industries. Odeon houses are also well under way at Port Arthur and Fort William and it is expected that the Odeon at Brantford will be completed in the near future.

DOMINION SOUND ANNOUNCES FIVE NEW APPOINTMENTS

W. E. CARRICK

District service supervisor, has been appointed manager, equipment sales and service of the Montreal district.

J. M. COHOE

Senior service engineer, with headquarters in Hamilton, has been appointed district service supervisor, Montreal.

F. S. HASTIE

Toronto district service supervisor, has been appointed manager, equipment sales and service.

V. SHARP

District engineer, has been appointed Toronto district service supervisor. B. W. Dunning has been transferred from Montreal to Toronto as office manager.

Winnipeg News

By J. J. CONKLIN

MANITOBA theatre patrons are paying exactly the same amount of money now for a movie ticket as they did before Hon. D. C. Abbott, finance minister, brought down his budget, with the exception of those film fans who patronize theatres which charge 25 cents admission.

Immediately the dominion government withdrew from the amusement tax field, the Manitoba government stepped in and raised its amusement tax from 10 percent to 25 percent. The Dominion government tax had been 20 percent.

Together, dominion and provincial taxes resulted in a 30 percent tax. The tax as it stands today is 25 percent. Manitoba theatre owners are not bringing down their prices because they say the saving is not enough to warrant it.

Premier T. C. Douglas said Saskatchewan would turn amusement taxes—withdrawn by the federal government — over to municipalities but there was no decision about the future of pari-mutuel taxes, also lifted by the dominion.

Premier E. C. Manning said that Alberta's Social Credit government would not levy amusement or pari-mutuel taxes although the dominion government vacated the fields.

The British Columbia legislature passed two proclamation acts last session giving it power to take over amusement and racing taxes when the dominion government dropped the levies.

Taxes on racing bets and amusement will not be eased as the British Columbia proclamation acts provide for the complete taking over of 20 percent amusement and five percent pari-mutuel levy.

* * *

"The Naked City" was shown for three weeks at the Odeon, closing a successful run on June 4th.

At Flin Flon, Northern Manitoba, the arrival of a representative from an architectural firm and an engineer was being awaited before continuation of work on the Rex Theatre construction, Gred Janzer, theatre company representative, said. Officials bringing with them plans of the modern structure were expected shortly. Construction of the new theatre resulted from a $150,000 fire which completely demolished the Rex building.

* * *

"The Iron Curtain" had a peaceful run at the Metropolitan Theatre, in a city where there are probably more Communist residents than any centre in Canada. There was no picketing in front of the theatre, only a few handbills of a Soviet society being handed out to patrons as they entered. One week was long enough for the showings as the presentation did not have the appeal it will have when it is shown in theatres close to localities where there are foreign settlements within Winnipeg.

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« Capital Story »

By WILL McLAUGHLIN

THIS, Ladies and Gentlemen, comes to you from Room 450E, Ottawa Civic Hospital, where your reporter is occupying a cot for a physical check-up and x-ray examination. With assists from all the boys in local show business — and a special bow to Henry Marshall, manager of the Regent Theatre, we have compiled the following observations for this week's Capital Story.

* * *

Miss B. McElligott, widely-known secretary to Ray Tubman, manager of the Capitol Theatre, is currently enjoying a vacation in the Sunny South.

* * *

Don B. Stapleton, proprietor of the Centre Theatre, has just returned from his favorite fishing haunt where he reports they were really biting, and as usual Don always returns with a full creel of speckled beauties. Several local disciples of Izaak Walton have tried consistently to find that secret spot where Don always has good luck but, so far, to no avail.

* * *

Mr. R. W. Bolstad and Mr. N. G. Barrow of Famous Players Head Office, Toronto, conferred with Government officials here on company business.

* * *

Local police court magistrate reserved judgment, for one week, on the contention of the defence that the Crown had failed to prove a charge against an alleged participant in "Foto-Nite", at the Francais Theatre last December. The accused, Mrs. Antionette Pilon, was charged she did buy, take or receive a lottery ticket or other device for the purpose of taking part in a scheme or operation to determine the winner of Foto-Nite at the theatre. A charge of conducting a lottery against the Francais, which is owned and operated by Donat Paquin, well-known Ottawa and Hull exhibitor, was withdrawn at the request of the crown.

RAY PRESENTS

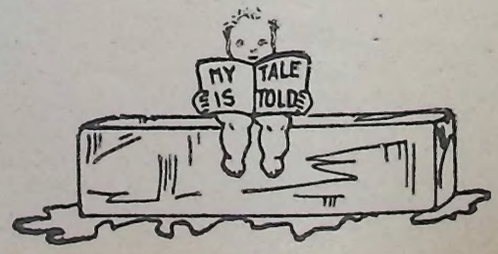
(*Continued from Page* 3)

In addition to its producing activities, it acts as distributing agency in the Middle East for Hollywood productions and is handling the distribution of several independent companies, as well as United Artists.

Norman Lourie operated theatres in South Africa and retains his interests there with 20th Century-Fox. He served for a time, during the war, as a correspondent with the Jewish Brigade and moved to Palestine in 1946. His brother, Arthur Lourie, recently received the appointment as Consul General in New York for the provisional government of Israel.

Joseph Krumgold was, in 1928, associated with M-G-M as press agent; later he became a scenarist and director. His last association with a Hollywood production was as co-author in "Magic Town", starring James Stewart.

All the American newsreel companies used the first shots covering the proclamation of the new Israel state, and these were made by the cameramen of Palestine Films and conveyed to America through the Haganah Transport Air Service. Lourie claims that climatic conditions for production are ideal in Israel, and he hopes to attract not only talent, but skilled technicians for the enterprise.



Maritime News

By A. L. FAIRWEATHER

GEORGE ALTMAN has taken "Mom And Dad" all through the Maritimes and reports a most enthusiastic reception for this feature. He has received endorsements from clergy, educational officials and social service workers. The film showed for a week at the Prince Edward Theatre, Charlottetown, and had crowds at the Capitol at Summerside P.E.I. for three days. Mr. Altman will return to his home in Toronto and, following a vacation trip with his wife, will attend the showings of the picture at the new Odeon Theatres, at Peterboro and at Guelph, Ont.

* * *

The suit of Franklin — Herschorn vs. Famous Players Canadian Corporation, at Halifax, N.S., has been postponed for two weeks. Attending the Court Hearing were J. M. Franklin, Saint John, and R. W. Bolstad, Vice-President of Famous Players, Toronto.

* * *

Plans are being drawn up for a Beauty Contest to be held at the Capitol Theatre, Halifax, sponsored by the Halifax Men's Press Club and the N.S. Branch of the Canadian Women's Press Club. The Contest winner will be selected at the first Press Club Ball, which will be held shortly at Halifax. There are thirty two candidates for the honors.

Herman Rose, of the F.P. Spencer Co. Ltd. staff, is being congratulated on the birth of a son to Mrs. Rose and himself in Saint John.

* * *

It is reported that several Saint John film exchanges have films tentatively dated for the new Paramount Theatre now in process of completion at Saint John. R. W. Bolstad, vice-president of Famous Players, and Jules Wolfe, head of F-P's Maintenance Department, Toronto, were in Saint John recently, and with them was R. S. Roddick of Halifax, Eastern District Supervisor. Mr. Wood of Kaplan and Sprachman, Toronto architects, was also in Saint John. It is hoped that the Paramount may be open by the middle of August or early in September but the usual building difficulties have held up the completion of the interior.

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The Avon Theatre, at Bridgewater, N.S., was scheduled to open June 4th as one of the S.F.A. Theatres and was erected by A. A. Fielding, formerly of Saint John.

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Tom Courtney, formerly manager of the Casino Theatre at Halifax and now head of the N.S. Tourist Department, is using 16mm. films to advertise the Province, especially routing them through the New England States.

Bill Gates, assistant manager of the Capitol Theatre, Saint John, has been elected second vice-president of the Lions Club.

* * *

Arrangements are being made for a showing of "Here Comes Trouble" at the Capitol Theatre, Lunenburg, N.S., on the occasion of the 195th anniversary of the founding of that Nova Scotia town. Appearing in the United Artists feature is Patty Morgan, a Lunenburg County girl. This will be the first showing of the film in Eastern Canada and will be of special interest to all Nova Scotians.

* * *

Mrs. F. G. Ring (Gerry) is leaving Paramount Film Company, Saint John, where she has been the cashier for a number of years. Gerry was a splendid member of The Film Girls' Patriotic Club. She will devote her time to her home. Her place at Paramount will be taken by Mary Coughlan.

* * *

During the summer, the feature "The Fuller Brush Man" will be shown, it is hoped, at the Community Theatre, Yarmouth, N.S. The film has the original E. Howard Fuller in the cast and this is of great interest to all Yarmouth citizens as Mr. Fuller was born in that N.S. town and maintains a summer home there. It is hoped that he may be at Yarmouth in person during the showing of the picture, which would be its first date in the Maritime Provinces.

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Vancouver News

By JACK DROY

BRITISH COLUMBIA is in the midst of record flood conditions. All connections with Eastern Canada are out of commission. Many theatres have closed because of the floods and the transportation troubles. All circuits are servicing their theatres with films via air lines to a central depot in the B.C. interior, where the managers pick them up. Damage to the provinces' farms, ranches and industries, to date, is over $20,000,000. Only first class mail is coming through via air; the rest is stuck at Calgary. In a move, unprecedented in B.C., the theatre world will throw open its doors Sunday night at 9 p.m. and will present programs to obtain funds for the B.C. Flood Emergency Fund, who's goal is $1,000,000. Main theatres of Vancouver and New Westminster, staffs, films and equipment, will be provided free, by the B.C. motion picture industry, to raise an estimated $10,000. Entire receipts will be turned over to the relief fund. All labor unions have offered their services and facilities voluntarily to the cause of flood victims. The old Vancouver Hotel is being used as a hostel for families from the flooded areas. The Odeon Movie Club at the Park Theatre sent an invitation to the children to attend a Saturday morning show to see "Bill and Coo". B.C. Electric busses were provided to carry the youngsters to and from the theatre, gratis. Each kiddie also received a gift of candy. Amusement business's good will offering to the needy was given plenty of favorable publicity in the papers.

First run business still is in a slump here. "Arch of Triumph" at the Vogue is doing nicely. "Sitting Pretty", now in its fifth week at the Strand, is doing better than average biz; the rest of the town is away off.

* * *

An inaugural golf tournament of the Vancouver Film Industry was held at the University Golf Club, May 31st. Prize winners were, Tunney Morrison, Victoria Theatre, low gross. Low net winner was Doug Calladine, president of Projection Local 348. Low gross winner, Bill Gillespie, Orpheum Theatre, and low net, Gordon Sutherland, Kingsway Theatre. The tournament proved a big success and the boys are looking forward to another one in the near future.

* * *

Kay Flockhart, a member of the M-G-M staff here and daughter of Red Flockhart, of B.C. Film Delivery Co., was married, May 29th, to Lionel Grant of Vancouver. Marjorie Spencer of M-G-M was married to Jimmy Davie, R-K-O's manager, this week.

* * *

Film exchange booking schedules and theatre programs were given a kicking around, owing to the railroads and busses being out of commission because of the floods. However, no theatres were closed through the non-arrival of pictures, it's reported. The 16mm. jack-rabbit circuits in the province were practically all closed down owing to road conditions.

"The Bishop's Wife" Sparked By Campaign

Samuel Goldwyn's "The Bishop's Wife" was a box office hit and held over at the Orpheum Theatre, Vancouver, on the wave of a banner exploitation campaign staged by Ivan Ackery, manager.

Advance ballyhoo included a newspaper teaser campaign in all papers, plus columnist writeups and pictures. Over 6,000 photograph cards were given out advertising this R-K-O Radio release in front of the theatre, two weeks in advance. Trailers ran three weeks in advance as did seven large lobby displays.

Other highlights were two solid interviews over coast-to-coast network plugging "The Bishop's Wife". Orchids from both for 15 minutes; saturation radio campaign with live flashes over three stations, CKWX, CKNW, CJOR; full color page of Loretta Young opening day in the Province daily newspaper; distribution of 3,000 office memo reminders to see the picture; ballyhoo seat gag on main intersections; four of the largest windows in biggest department stores and first night screening held for newspaper and radio men and their wives at the opening.

Wide-eyed New Yorkers will soon see the vast B.C. flood areas — by television. NBC have assigned Steffens-Colmer Studios of Vancouver to shoot motion pictures of the floods. A crew of four, co-operating with the Red Cross, went up the valley to record the disaster. Films will be flown east as fast as possible to be used by the NBC radio-television chain.

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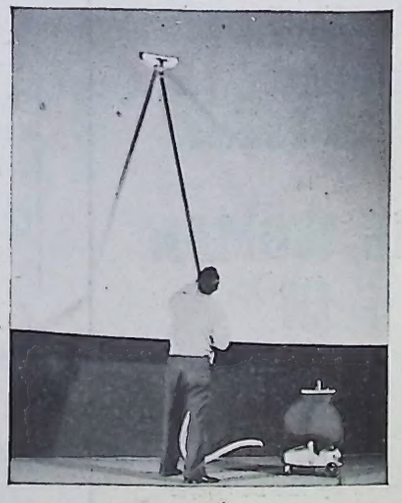

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